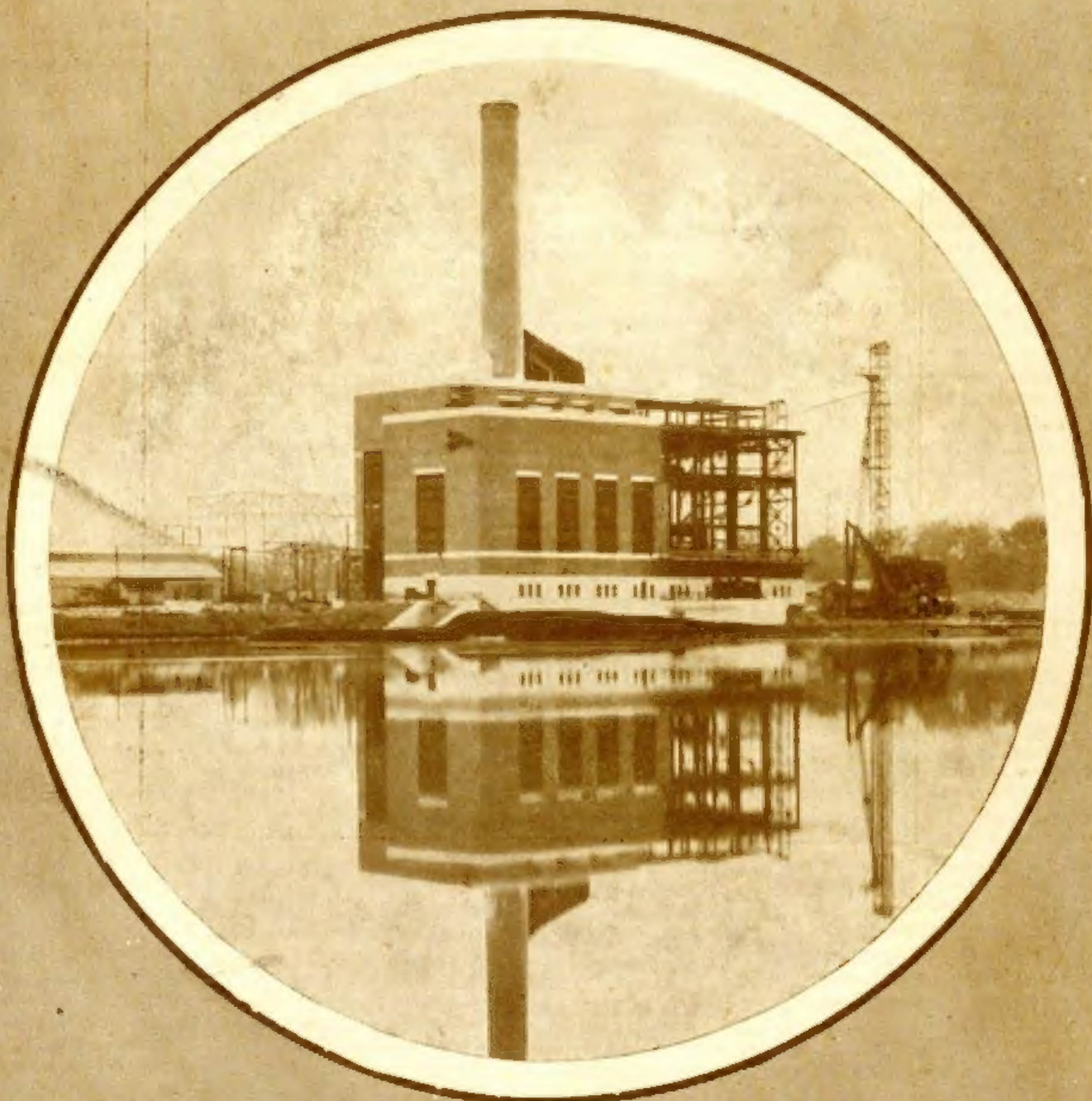


PLAIN TALKS

VOL. VII

JANUARY, 1928

No. 1

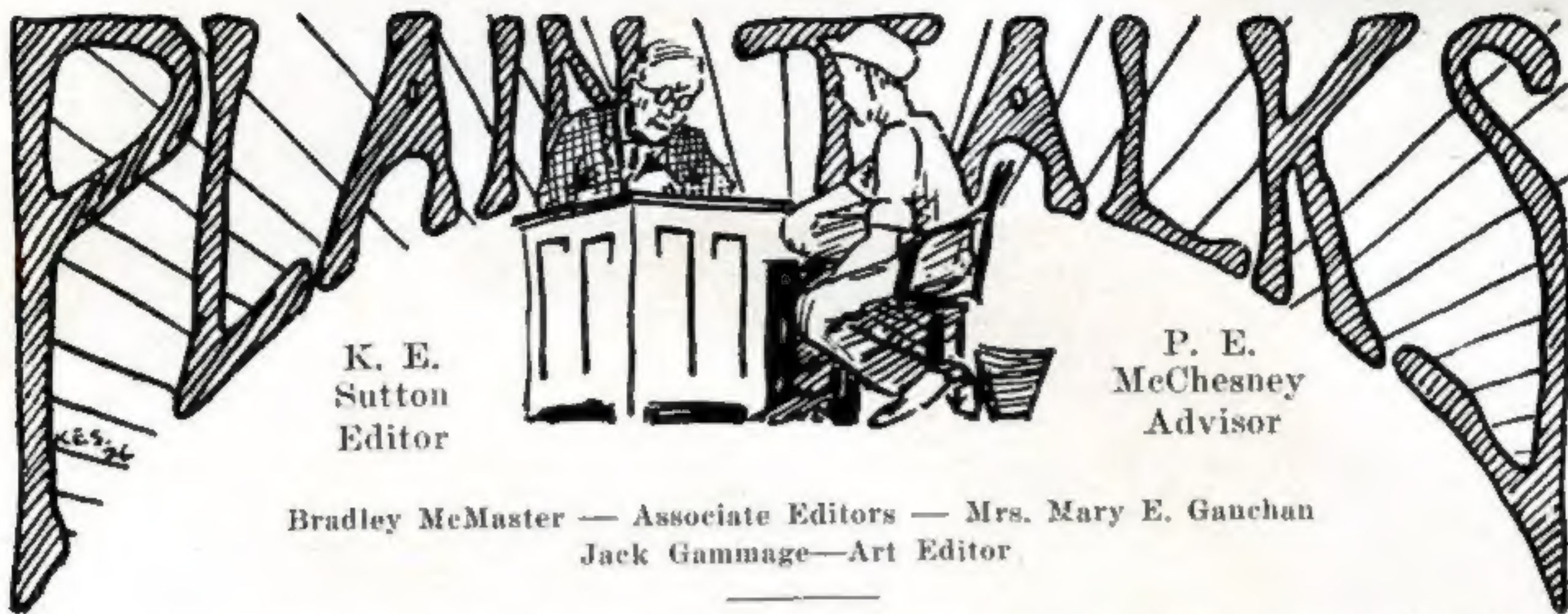


GULF STATES UTILITIES CO. WESTERN PUBLIC SERVICE CO.
EASTERN TEXAS ELECTRIC CO.



WALTER H. BURKE

He has made several tours of our properties and you probably have, long 'ere this, met him. Mr. Burke succeeded Mr. Clifford as District Manager way back last April, but this is our first opportunity to include his photograph in these pages.



Published monthly, by and for the Employees of the Eastern Texas Electric Co., Gulf States Utilities Co., Western Public Service Co., as a medium for a better appreciation of our responsibilities to each other and the public.

Economize

We enter 1928 more nearly "settled down" as an operating company than we have been for over two years.

The "growing pains," with which we have been afflicted for two years, are passing away, and we begin to see an opportunity to look over what we have and to put some hard effort on trying to make that a great success, both from the standpoint of the service which we can deliver to the public and of the returns which we can deliver to those who have invested their money in our care.

We have been so busy planning for the future that perhaps we have been inclined to overlook today and tomorrow. Our properties are on a sound, substantial footing, and it is up to every employee of every company to do his bit toward economy of operation, reasonableness of expansion and soundness of business judgment in any expenditure that might be undertaken, to the end that when 1928 has passed on, you will view it as a year of financial success.

There is an old saying which every employee should apply to himself: "Take care of the dimes, and the dollars will take care of themselves."

Mr. McChesney's Letter

If you have not read Earl Whitehorne's article in the January issue of "Electrical Merchandising," entitled "Spotlight the Outlet," DO IT NOW.

We must sell more adequate wiring to the homes that are connected on our lines. Additional convenience outlets will offer a new market for appliances and the appliances will provide more load. Our goal for this year is to sell



730 kilowatt-hours to each residential customer within the next twelve months. Let's adopt Miss Jane Scherer's slogan for ourselves this year:

*"Ashes to ashes,
Dust to dust,
Two kilowatt-hours a day,
Or bust!"*

P. E. McChesney

Prospects for 1928 Bright

Mr. Edwin S. Webster, President, Stone & Webster, Inc., gives his views on 1928: "I am optimistic. With Germany in the League all Europe is in better condition and no country can prosper if the others are pushed to the wall. We have learned some great lessons. One of them has been a sounder conservatism. Another is that in the cause of common good we must stand together for progress. You cannot fight your neighbor and still build up your community. One of the finest things in life is co-operation. It builds power, peace and prosperity."

Mr. Webster says further, in speaking of our own organization: "Every indication points to continued growth and prosperity. The estimated earnings for 1928 of the utilities under our executive management have been

coming into the office very rapidly during the last two weeks. They uniformly show increases and generally substantial ones. As these estimates are made by men fully conversant with the outlook of their respective communities, I firmly believe that they reflect with great accuracy the conditions that will develop during the next twelve months. It is true that all classes of business are not equally prosperous and that there are some clouds in the sky, such as the coming national election and the tendency for building construction to slow down, at least temporarily. Nevertheless, the outlook is encouraging, and particularly so in the electric and gas fields, where the possibilities for growth are unlimited.

—Confidential Sales Letter.

Charles A. Stone Predicts Record Year

Mr. Charles A. Stone, Chairman of the Board, Stone & Webster, Inc.: "The improved methods of transmitting electric current and generating hydroelectric power and the ever increasing use of electrical devices during the last thirty years have been among the most rapid developments in the world, but I believe they have not yet reached their climax. The next year ought to see further advances in the whole utility business

both scientifically and economically. We have had two years of exceptional prosperity but it can not be expected to continue indefinitely without temporary setbacks. At present, however, there seem to be no clouds on the business horizon and in the United States we have every reason to look for a continuance of record business during the next year."

—Confidential Sales Letter.



District Representative Plan Inaugurated In Beaumont

The District Representative Plan was inaugurated in Beaumont on January 1, 1928. For the past year and a half, the plan has been advocated for the city and results during the first month are being carefully checked.

Under the district plan, Beaumont is divided into ten districts, each district having one representative, who reads meters, sells appliances, takes care of complaints, makes minor repairs to appliances, and, in general, looks after relations between customer and company.

Ten representatives and three student truck drivers are necessary to take care of the work. Each representative reads a comparatively small number of meters each day, makes repairs that are given him, and spends some time selling appliances and settling complaints. The students make deliveries and aid the representatives in giving customers prompt and efficient service.

The district plan is beneficial to customer and company alike, and early reports promise that it will prove vastly more efficient than the old system under which we operated. The customer gets personal service. Any questions that he may wish answered, any problems that he may have, he can feel free to discuss with his representative. The company is able to keep in closer touch with its customers, and benefits from the friendly feeling created by the personal touch.

Formerly one set of men read meters, another set sold appliances. One man spent full time on complaints. All repairs came into the Repair De-

partment. Now all of this work, except major repairs, is handled by one group of men, the district representatives.

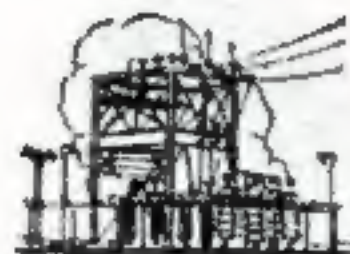
Representatives are: V. O. Tunstall, R. M. Andrews, G. A. Peglar, E. J. Clubb, R. A. Honsberger, Jr., D. L. Glidden, A. D. Barrow, J. M. Smith, D. Q. Adams, R. G. Anderson, Jr., and students: A. Taylor, Ogden Charlton, and Darrell Shine. Supervisor of the representatives is H. H. Luce.

EASTERN TEXAS ELECTRIC ALTERS LINE-UP

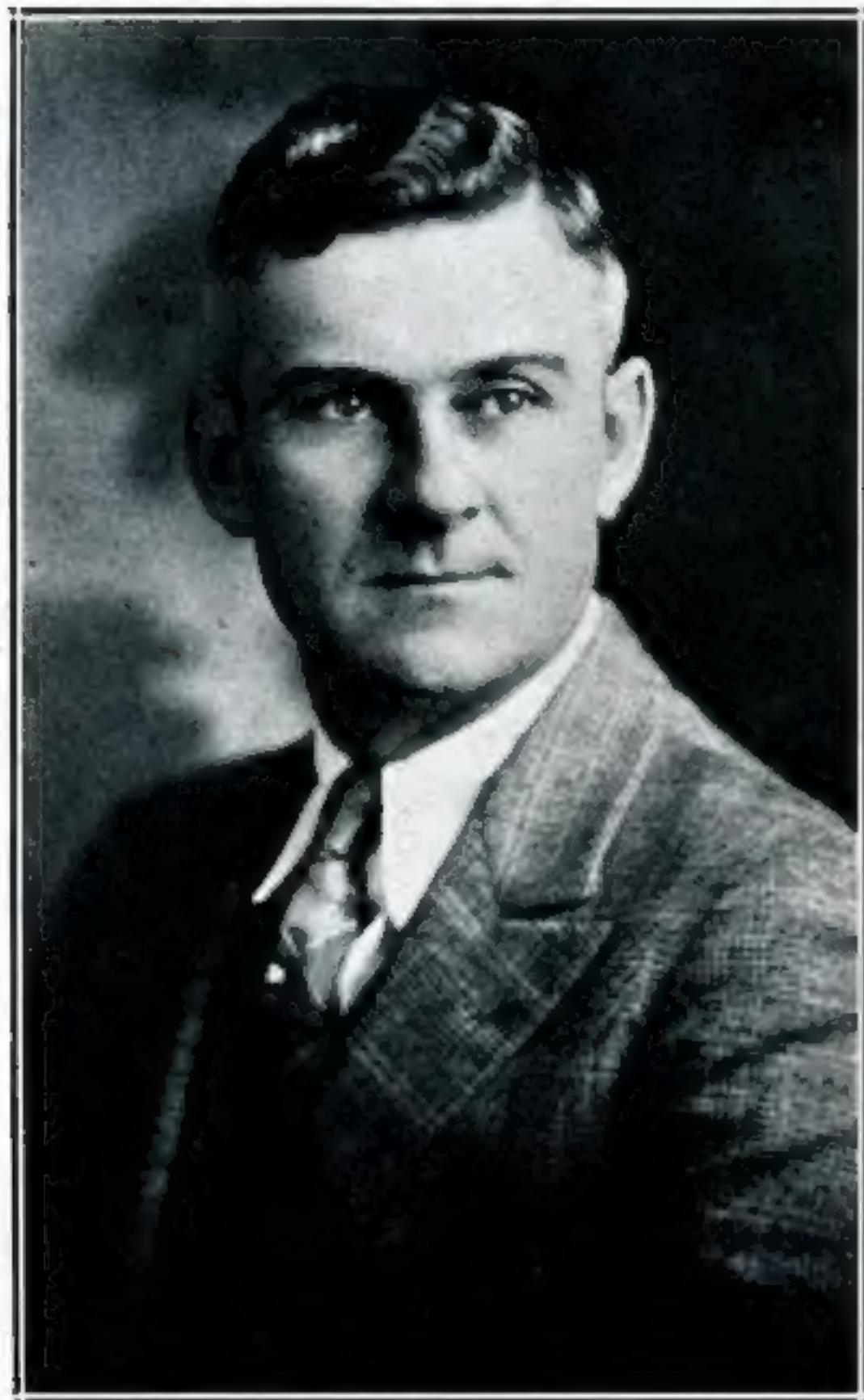
Due to taking over the traction system of Port Arthur, several changes have been made in the Eastern Texas Electric Company's line-up. J. H. Ward, formerly Supervisor here has been appointed Assistant Superintendent of Transportation, Port Arthur Division. F. S. Sheffield, formerly Chief Instructor, has been appointed Assistant Superintendent of Transportation of the company. These men will report to O. W. Gaines, who will, in addition to his work as Superintendent of Transportation in Beaumont, have the same duties to perform in Port Arthur.

Alton H. Pressler, some time ago Assistant to the Superintendent of Railways, has been appointed Master Mechanic of the Port Arthur Division, with headquarters at Port Arthur.

We are happy to see all these boys getting along, and know that they will be instrumental in making a success of the company's railways again this year.



Safety Director



Our December issue of "Plain Talks" made mention of the fact that J. T. (Jack) Reidy was succeeding Leo C. Singleton as Claim Agent and Safety Director. At last we have secured a picture of Mr. Reidy to reproduce here.

We said that Mr. Reidy would have to hustle to keep up the record established by Mr. Singleton. He agrees with us, but believes that this year can be made the most successful year from a safety standpoint, if each and every employee will co-operate with him in his work.

Mr. Reidy wishes us to broadcast his expression of gratitude to all for the kindness displayed in welcoming him, and for the whole-hearted co-

C. B. BARRON WITH ILLUMINATING DEPARTMENT

C. B. Barron, formerly with the Statistics Department of the Boston office of Stone & Webster, is working in the Illuminating Department, assisting H. R. Whiton.

Mr. Barron graduated from the Massachusetts Institute of Technology in 1925, going into the Statistics Department of Stone & Webster in September, 1926, where he remained until transferred to Beaumont on January 1 of this year.

Mr. Barron has made many friends in the Beaumont office, and we hope that his residence here will be a source of pleasure and benefit to him.

COMPANY EMPLOYEES DANCE

A dance, one of the best that our companies have had, was enjoyed by more than two hundred persons, employees and their friends, at the Neches Club, Beaumont, on February 1.

The Southern Ramblers, Hotel Beaumont roof orchestra, furnished the music. Sponsors were A. J. Haxthausen and T. M. Will. Dancing, entertainment and punch were enjoyed until the wee hours of the morning.

We were especially glad to have the crowd from the Houston Electric Co. with us.

operation in assisting him to get located in his new position.

Mrs. Reidy, who some of us had the pleasure of meeting at Christmas time, has come to Beaumont and is working in the Distribution Department taking the place left vacant by Mrs. Walsh.



Eastern Texas Electric Company Begins Operating In Port Arthur

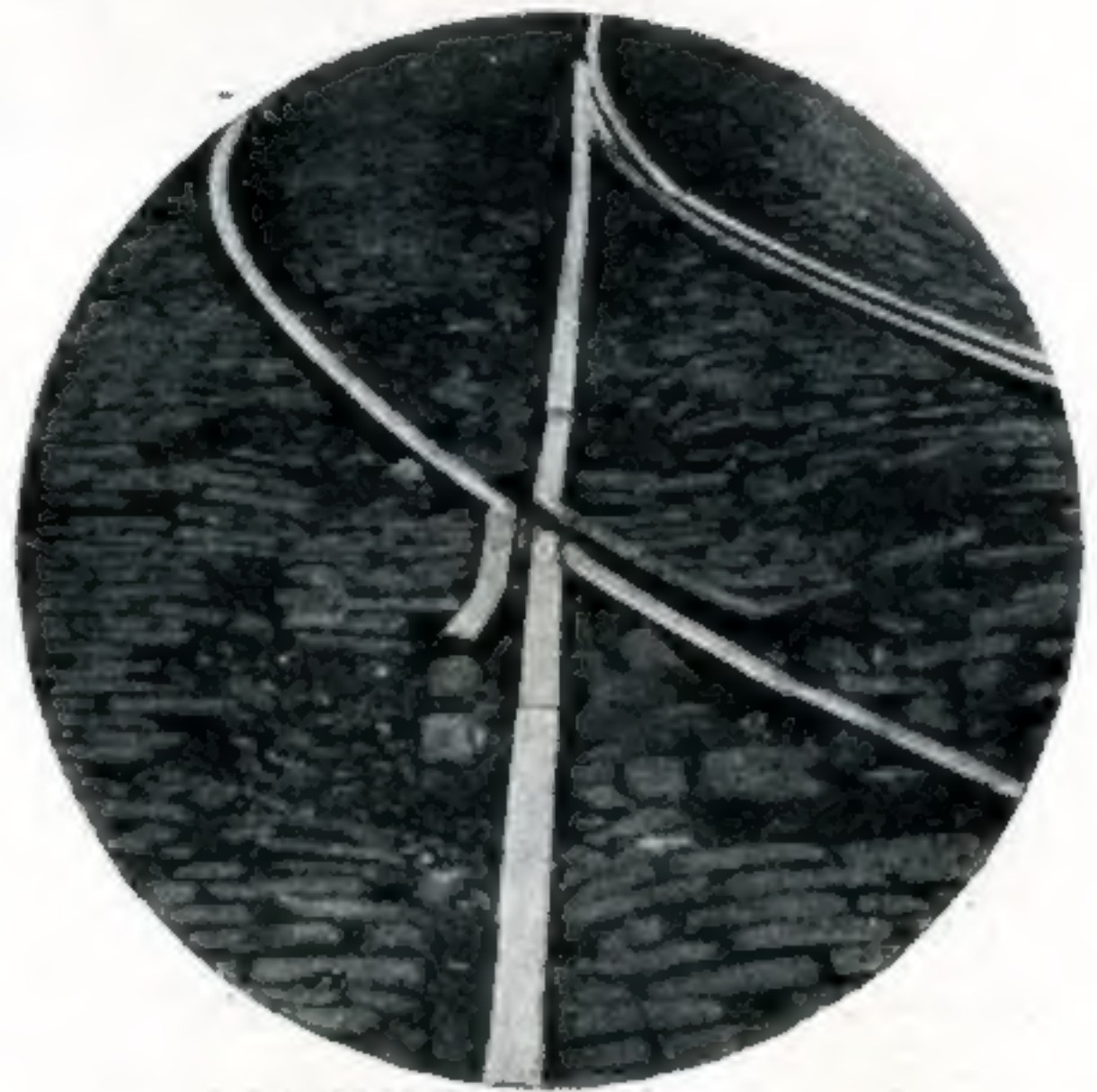
The Eastern Texas Electric Company took over the holdings of the Port Arthur Traction Company on January 20, on which date the sale of the properties was confirmed by the United States District Court. Our company had already been granted a 50-year franchise to operate in Port Arthur when, ten days before the above date, the city commission passed on the third reading of the franchise.

Six months will be spent in reconditioning the equipment of the newly acquired property. All track and roadbed, trolley wire, poles and cables will be overhauled and renovated. The car barn will be remodeled, and, adjoining it a new bus garage will be constructed. The garage will be all steel with concrete floor, and will contain 5,000 feet of floor space.

Old street cars that have been in operation in Port Arthur, and long ago obsolete, will eventually be discarded. New cars will be put in operation when the track has been repaired. Ten street car type busses, it is planned, will furnish bus service throughout the city.

A schedule of fares new to the company has been inaugurated. A nickel pass, good for one week, sells for 40 cents. The pass entitles the holder to ride for an additional 5 cents per ride. The regular fare is ten cents. Tokens sell three for a quarter.

The taking over of the Port Arthur traction system sees the culmination of dealings of several years standing. Port Arthur will soon have a system of transportation of which it can feel proud.



From this picture, you can get an idea of the amount of work that will be necessary to put the street car tracks and roadbed of Port Arthur in "running" condition. Track is in very poor condition, and roadbed is in need of extensive repairs. It is estimated that work of reconditioning the system will take six months.

Judge—"Haven't I seen you somewhere before?"

Prisoner—"Yes, I taught your wife singing lessons."

Judge—"Fifty years."



VIRGIL O.
TUNSTALL
BEAUMONT

—
District
Representative

—
District
Number 1



Orange Has Model Sales Floor



The Orange office has one of the best merchandise display rooms of any of the company offices. This view shows it dressed up for Christmas.

The entrance is just out of the picture to the left. Merchandise display is so arranged that every customer who enters the office must see it.

Compliments to Miss Carter, D. L. Glidden and L. Goodwin on the neat and attractive appearance of their store.

COMPANY TEAM PLAYING IN LEAGUE

The Gulf States Utilities Company has placed a team in the Community Basket Ball League in Beaumont after a lapse of over five years. The team stands tied for third place having won two games and lost two. Outside of the league, four games have been played. Three were won and one lost.

The team is composed of Stahl, captain, Adams, Charlton, Hagler, Henderson, Browning, Price, Travis and Fontana, manager. These men are all experienced players, several of them

having enviable high school and college records.

The company furnished complete equipment for eight men. Suits are black, trimmed with canary. The jersey carries the company monogram in the latter color.

All league games are played at the Y. M. C. A. on Monday and Friday nights. Everyone who can is urged to be on hand to support our team. Games start at 7:30.

Flapper—"I'd like to try on that rose colored skirt."

Mr. Allen—"Sorry lady, but that's a lamp shade."



H. A. WALSH TRANSFERRED TO BATON ROUGE



H. A. Walsh, assistant Superintendent of Production here for the past year and a half, left recently for Baton Rouge, La., where, on February 1, he took up work in the Power Sales Department.

Mr. Walsh is a graduate of Wentworth Institute, Boston, having finished there in 1920. In November of the same year he was employed by Stone & Webster, being sent immediately to Ponce, Porto Rico, where he remained for four years, leaving as assistant Chief Engineer of the power station.

In September, 1924, he was transferred to Port Arthur where he served as efficiency engineer for the Eastern Texas Electric Company and Gulf States Utilities Company. He came to Beaumont in 1926 as assistant to Harry Sharpless, Superintendent of

Production. When Mr. Walsh left for Louisiana, he was Superintendent of the Tevis Street Power Station and was following detail on construction work of the second unit of the Neches Station.

With Mr. Walsh goes his wife, Lois, who has worked in the Distribution Department here for several years. Their friends certainly were sorry to see them leave, but we are cheered by the thought that they are given new fields to conquer in Louisiana.

—o—

POWER SALES TRIP

From January 9 to 19, L. C. McClurkin, Commercial Agent in the Navasota Division, and T. M. Keiller, Power Sales Engineer, visited all the plants which will be served by the proposed high-line, talking with the cotton ginner in this section with regard to purchase of electric power during the coming ginning season.

"The results of this trip are very satisfying," Mr. Keiller reports. "The favorable sentiment was expressed by a cotton ginner who is now using steam and is desirous of electrifying his gin. He said, 'You know, the farmers seem to think that only an electric gin can gin cotton properly'."

Them's our sentiments, too.



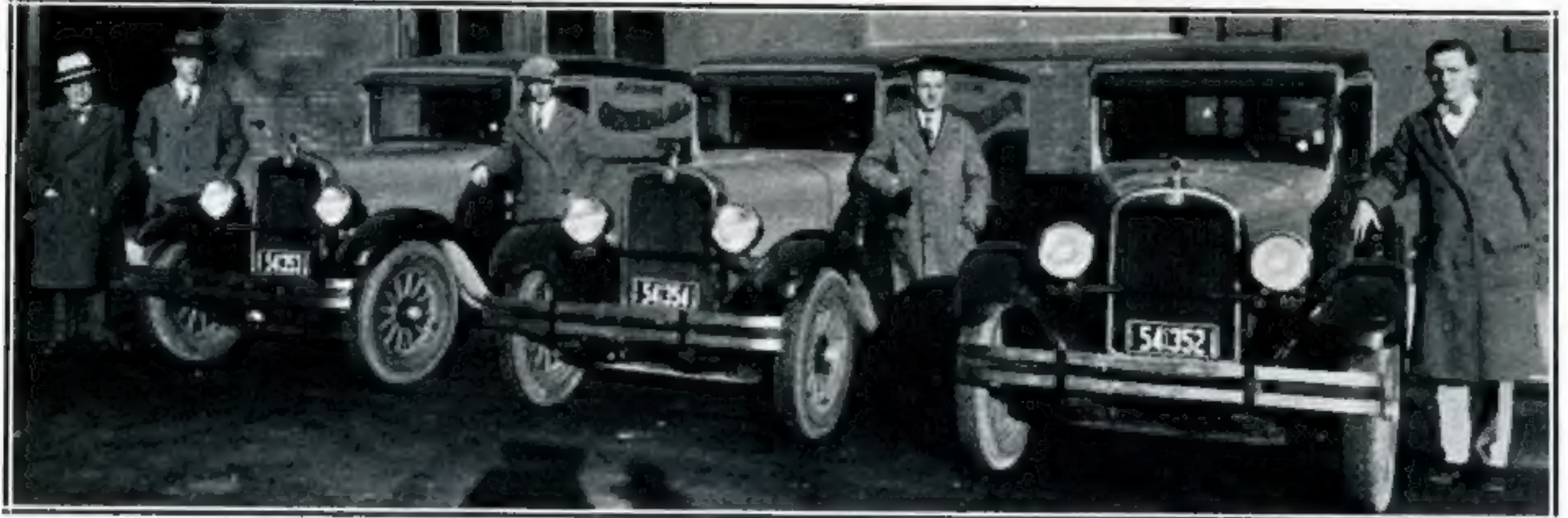
R. MARCUS
ANDREWS
BEAUMONT

—
District
Representative

—
District
Number 2



Dodge Brothers, Dodge!



The merchandise sales department recently acquired three new Dodge trucks, so if you see members of that department strutting around looking "chesty," you'll know what it's all about.

The picture shows "Bill" Clark, "Hal" Luce, and students Shine, Taylor, and Charlton standing by the trucks, which have neatly lettered on one side, "For your home — General Electric Refrigerators," and on the other, "For Convenience Use Electrical Appliances." The trucks carry, on both sides the company monogram.

HI-LINE CONSTRUCTION NOTES

By W. L. Trumper

Noteworthy progress has been made during the last few weeks on the transmission line construction program to connect Western Public Service communities in the Navasota Division. The preliminary surveys are nearly complete and considerable right of way has been secured. Poles, crossarms, insulators, wire and hardware are arriving according to schedule so that the necessary materials will be on hand when high-line erection begins.

Distribution work (which is being done by high-line crews) is well under way. New Waverly and Shiro have new distribution systems, Conroe and Somerville systems have been revamped and are now in good order.

The high-line and distribution work is being undertaken by the Gulf States

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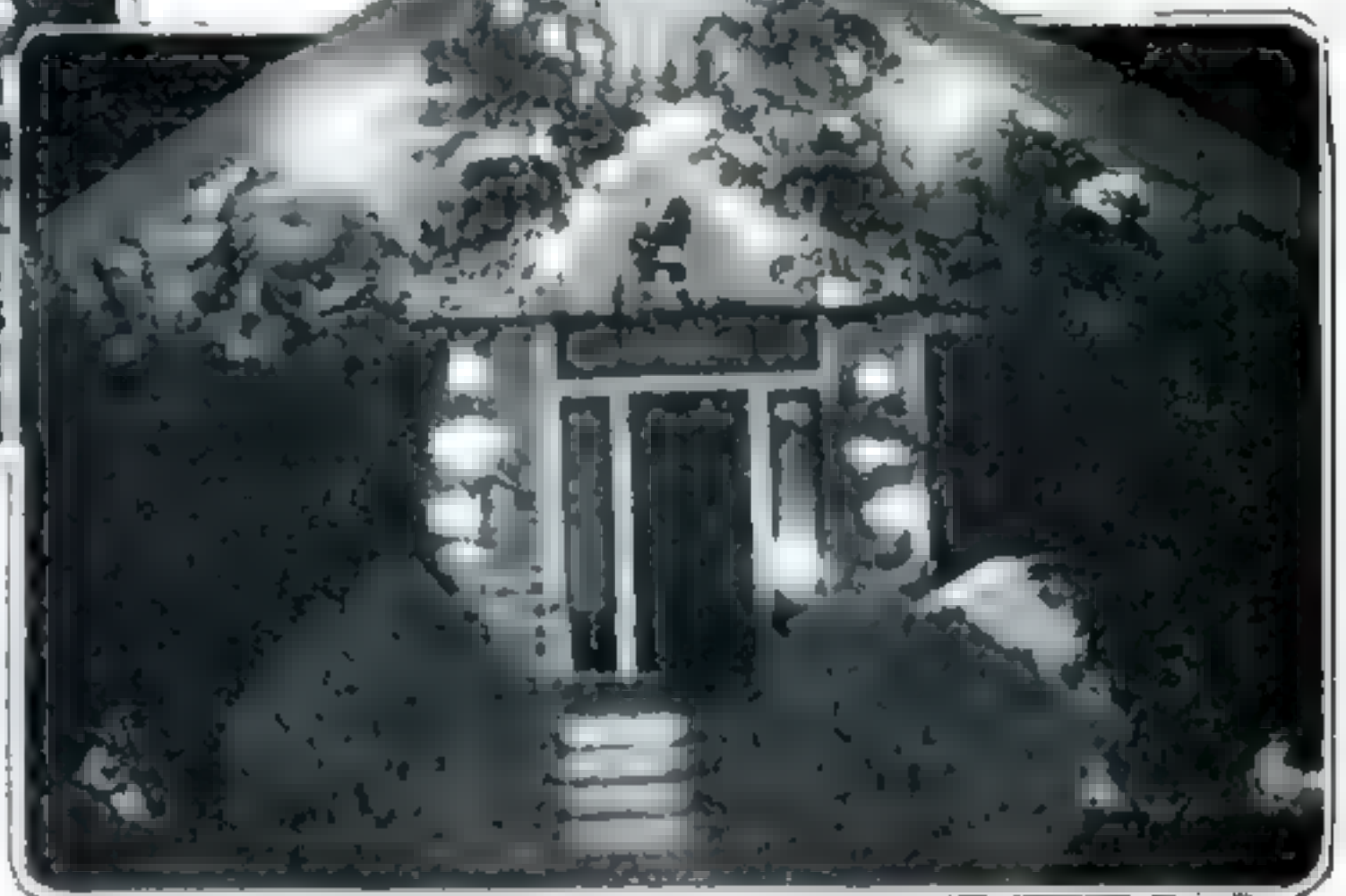
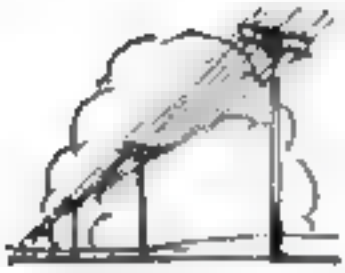
WHAT ARE YOUR SENTIMENTS?

There has been a lot of talk 'round about, concerning a golf tournament for Beaumont employees. Everyone who entered last year had such an enjoyable time that talk of it has never subsided. "Plain Talks" takes upon itself the duty of starting the ball to rolling to see if there is enthusiasm for a tournament this year.

In the first place, the idea has been circulated that it would be very proper to have James Murray and Julius DeBouy captain opposing teams, due to the fact that they made such a success of these positions last year.

Second, there is the proposition of two tournaments for this year, one in the spring, March for instance, and the other one in September.

We do not know what all the "golf bugs" think about these proposals, but where ever the subject has been broached sentiment seems to be strongly in favor of them. What are your sentiments?



AN IDEA FOR YOUR TOWN NEXT CHRISTMAS

Beaumont held a Christmas Decoration Contest this year. The pictures show, left, our own General Headquarters building at night; the beautiful home of Mr. and Mrs. W. D. Gordon, upper right; and the home of W. D. Scruggs, lower right. The Christmas spirit was expressed in night decoration by scores of home owners and many business houses also decorated their places attractively. The contest was sponsored by the Civic Committee of the Chamber of Commerce and the Beaumont Journal helped out immeasurably giving generously of its space to contest news.

SANTA VISITS COMPANY KIDDIES

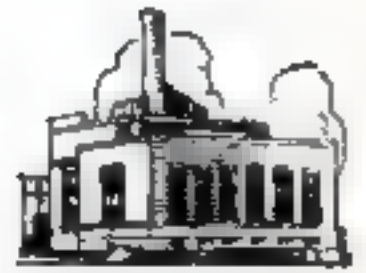
Santa Claus visited company kiddies in Port Arthur and Orange, at Christmas. Gifts were given the kiddies at annual Christmas trees except in Beaumont, where, due to the prevalence of measles, it was deemed best not to hold a tree. In Beaumont, gifts were distributed to the children through the employees.



GEORGE A.
PEGLAR
BEAUMONT

District
Representative

District
Number 3



'Member When?



'Member when they used to "air out" Beaumont patrons in good old summer cars? Some of you probably do, the younger generation probably doesn't. We want to thank Mr. Scott at the car barn, Beaumont, for this picture.

Particularly fine features of this car are reversible trolley, genuine hard wood seats, and beautiful awnings. Note the construction of the coupling on front end.

As "Henry's Made a Lady Out of Lizzie," so have manufacturers made lounging rooms out of trolley cars.

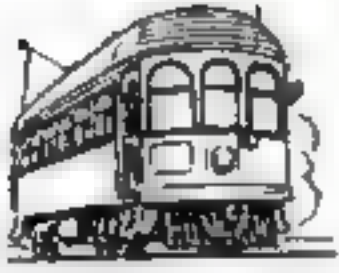
DANCE FOR STONE & WEBSTER EMPLOYEES

Members of the Stone & Webster organization of Beaumont entertained with a dance at the Beaumont Country Club on January 2. A fine program of dance music was rendered by the Dixie Syncopators.

All who attended joined in the spirit of the evening to contribute to the success of the affair.

D. L. Glidden, formerly District Representative in Orange, has been transferred to the Beaumont office, where he will take up the duties of Representative of District 6. "Dusty" did a mighty fine job with Orange while he was there, and we feel sure that he will do as good a job in Beaumont.

We are glad that "Dusty" will be in Beaumont with us.



Record Service Given In Crisis

A record for service that won thanks of the city administration of Port Arthur was established by members of the distribution and transmission departments when a rainfall of more than five inches played havoc with the central drainage station and the new filtration plant of Port Arthur, December 28, and threatened the city's fresh water supply.

We were notified that water was rising rapidly on the basement motor floor of the filtration plant—due to failure of oil engine pumps at the drainage station to start and handle the flood—at about 11:15 a. m.

Mr. Granau immediately took charge of our end of the job. Someone had raised motors from the flooded floor to the gallery floor by means of the station cranes. Our linemen and helpers set to work in heavy rain installing transformers and lines for temporary service. They stuck to it, although not dressed for such heavy weather, while others assembled blow-torches, hot-pots, electric furnaces and electric fans to be used in the work of drying out the motors and the switchboard and busses.

Mr. Rouse and his transmission gang from Beaumont joined the Port Arthur crew about 2:00 p. m. and at 3 o'clock the temporary service was in readiness and the work under way.

At 7 o'clock, the depth of the water having been reduced from a maximum of thirty-eight inches to only ten inches, motors were lowered to their foundations and temporary leads from switchboard to motors placed. At 9:30 p. m. we had the large 250 h.p. motor in operation and in a short time fresh water was again being pumped into the city's mains. The

city had been without water for about three hours.

That Mr. Granau and Mr. Rouse and their men did fine work is attested by the following letter:

Port Arthur, Texas,
December 30, 1927.

Gulf States Utilities,
City.

Attention: Mr. Geo. B. Morgan

Dear Mr. Morgan:

I take this opportunity of expressing to you my appreciation for the valuable service rendered the citizens of Port Arthur during the break down at our Filter Plant.

Your employees were faithful and rendered us a service that was invaluable. I wish to make special mention of Mr. Granau and Mr. Rouse from Beaumont.

All of your employees gave us a service which no one else could have given us and we appreciate it.

Yours very truly,

Signed: W. O. BOWER,
City Engineer.

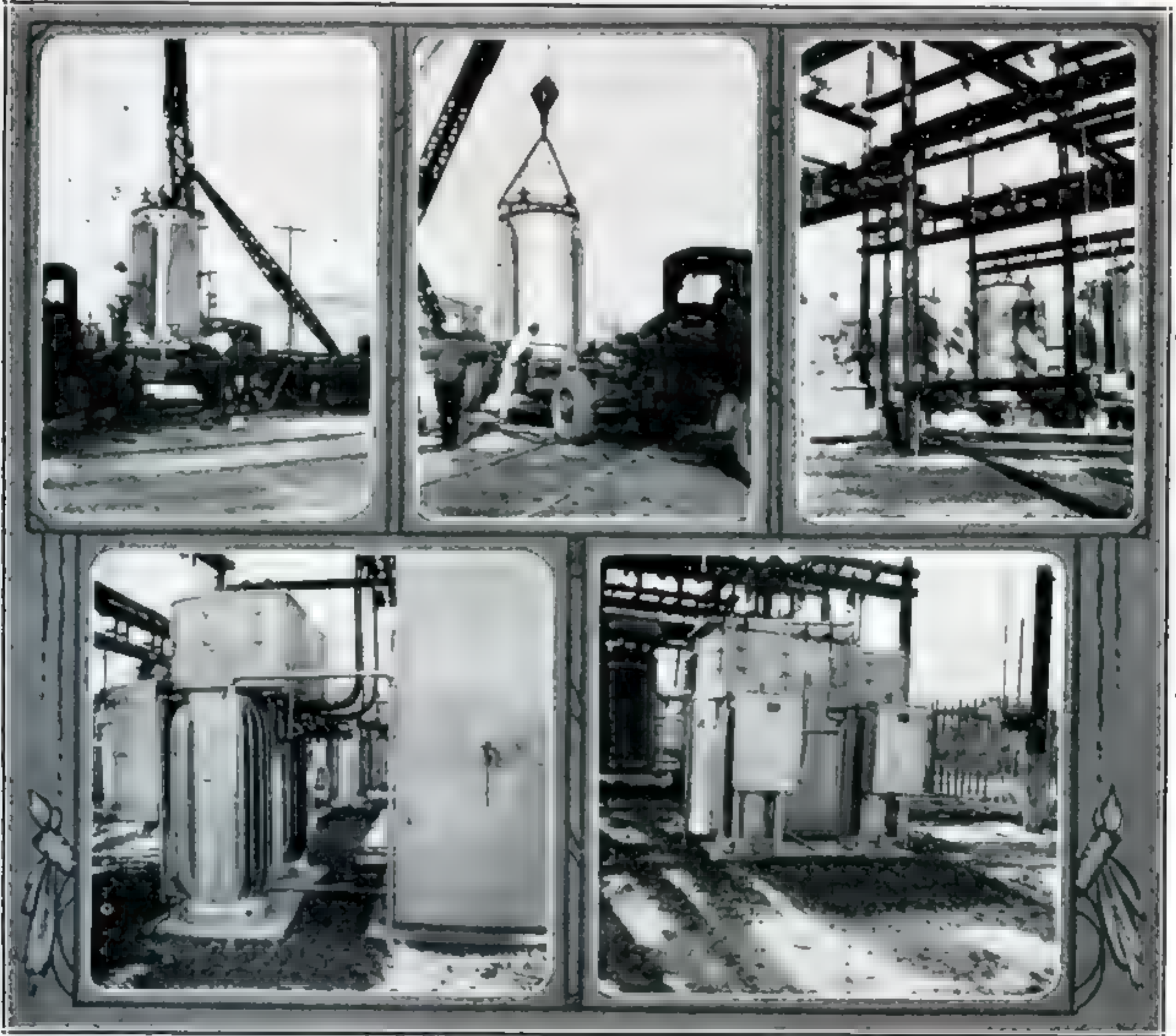


EARL J.
CLUBB
BEAUMONT

District
Representative

District
Number 4

Many Duties of Substation Maintenance Crew



The substation maintenance crew of the Transmission Department has many duties to perform. Recently they assisted the Port Arthur Distribution Department in clearing up trouble at the Port Arthur water works occasioned by the flooding of the plant.

The crew does various work over the system. Pictures 1 and 2 were taken when the crew was handling the new transformer back of the Tevis Street Station. The transformers are approximately 12 feet tall and weigh 20,600 pounds each. Picture 1 shows one of the transformers being placed on the transformer trailer, 2 shows the transformer just after being taken from the car. Picture 3 shows the

transformers on their foundation at the Tevis Street Station.

The substation maintenance crew attends to maintenance of all the transmission substations of the company, and installs equipment in them. Pictures 4 and 5 show new feeder voltage regulators installed at Yankee Doodle substation. The regulators are used on two new feeders, which have

(Continued on Page 14)



"GRANAU'S GANG"

Here's one of the finest letters of commendation we have seen in a long time. It was dated January 25, addressed to the company at Port Arthur, headed "Re: Service," and reads as follows:

"In the rear of my home there is no alley, yet an easement for pipe, wires, etc. In this space we have a rose garden, and try to keep it as pretty as possible.

"Last week your company saw fit to place a light pole close to the rose garden. The first thing my wife thought of was a ruined rose garden, but much to our surprise, if the pole was not up to show for itself, you would not know that one had been erected. Your men even took time, after placing the pole, to ask for a garden rake to work what flowers might have been disturbed.

"This note is just to THANK YOU AND YOUR MEN for the care shown us and our flowers.

"Even if our flowers are in full bloom we will not mind your men working at our place any time you may want to.

"Again thanking you,

Yours very truly,

A. E. SCOTT AND WIFE,
600 Fifth Ave., Model Addition."

Those are words of praise, indeed, and credit goes to the following members of "Granau's Gang":

A. McMillian, sub-foreman; C. E. McMillian, truck driver; LeRoy Homuth, lineman; David Shelton, lineman; W. H. Miller, lineman; R. Choate, helper; E. W. Linder, helper; E. Medford, helper; R. Prejean, helper; and Ed Simms, helper.

This line crew working under A. McMillian is supervised by Ed Ward and L. M. Welch.

BR-R-R-R!



No, this is not the North Pole, it is a picture of a tree in Orange that was sprayed over with water from a pipe that was broken during the freeze.

It's beautiful, isn't it?

Representative—"Madam, what is your objection to using an electric iron?"

Customer—"You can throw it only the length of the cord."



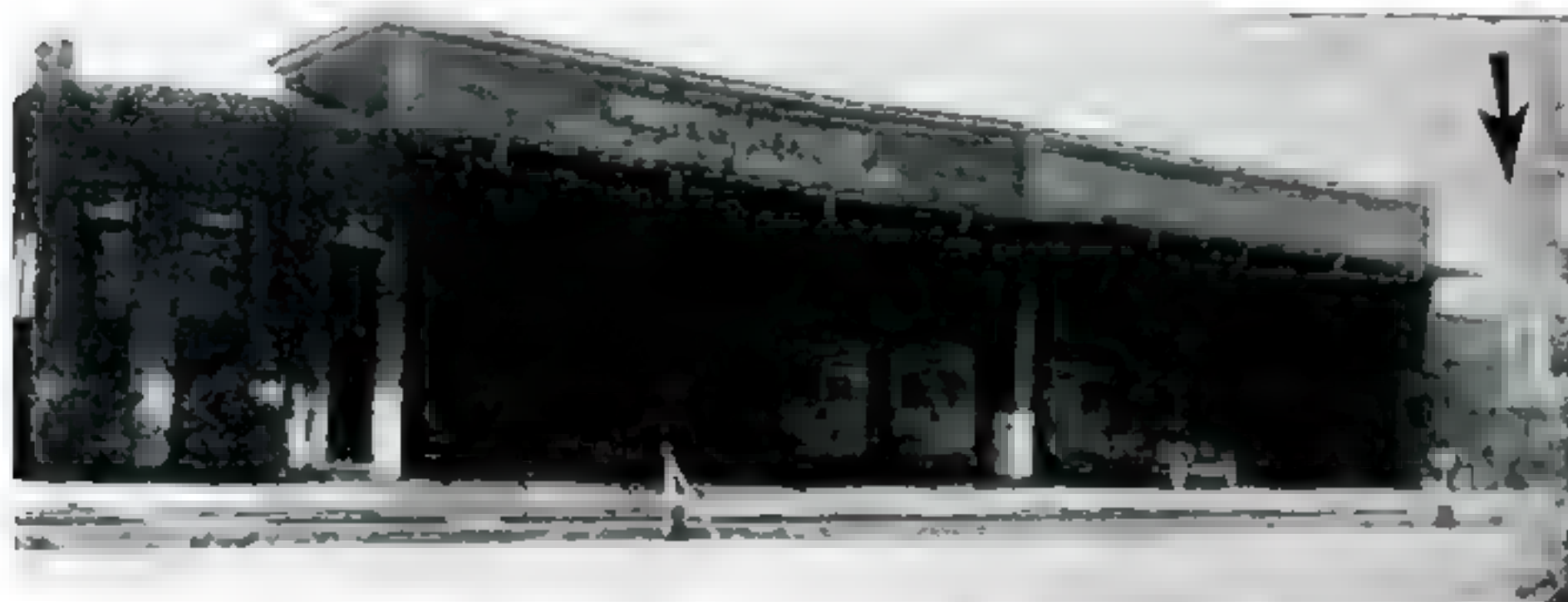
ROD A.
HONS-
BERGER,
Jr.
BEAUMONT

District
Representative

District
Number 5



Port Arthur Car Barn



This is the car barn in Port Arthur which will, under the improvement plans of our company, be remodeled. The arrow shows where the new bus garage will be built adjoining the car barn. The garage will be fire-proof, and will contain 5,000 square feet of floor space.

W. W. ECKLES MADE CHIEF ENGINEER

W. W. Eckles, Chief Electrician of the production department, assumed the duties of acting chief engineer of the Tevis Street power station, on February 1. Mr. Eckles will take over the operation and maintenance of the Tevis Street station in addition to his regular duties as electrician.

Mr. Eckles succeeds H. A. Walsh, who was transferred to the Baton Rouge Electric Company.

HI-LINE CONSTRUCTION NOTES (Continued from Page 8)

Utilities Company construction forces under the supervision of W. E. Brown. C. A. Johnson, resident engineer in charge of construction, will make his headquarters at Navasota. T. R. Hummient, assistant resident engineer, is located at Huntsville. R. E. Cargill, substation engineer, is in charge of construction work on substations and power plants. He makes his headquarters at Huntsville. J. R. Kirby and G. R. Darling, construction

division superintendents, are in the field directing the line surveys and when construction starts will be in charge of high-line construction crews in the Navasota and Conroe areas, respectively. W. L. Trumper is office engineer and is located at Beaumont.

It is the intention of the construction division to build a first-class transmission and distribution system throughout the territory known as the Navasota Division of the Western Public Service Company and the men working on this job have pledged their highest interests and greatest efforts toward this goal.

SUBSTATION CREW (Continued from Page 12)

been built out of this substation to take care of the south end of Beaumont.

The substation maintenance crew consists of W. W. Strode, C. H. Strode, J. H. Albe, C. L. Potter, M. Norcross, C. C. Williamson, and F. E. Seyforth, under the supervision of R. N. Rouse, foreman.



BEAUMONT CHAMBER OF COMMERCE BANQUET

The greatest annual banquet in the history of the Beaumont Chamber of Commerce was held January 26, at the Magnolia Petroleum Company's Community Hall. Approximately 1,000 attended the event. J. F. Owens, Vice-President and Manager of the Oklahoma Gas and Electric Co., was the principal speaker of the evening.

Although Mr. Owens came primarily to address the Chamber of Commerce membership, a number of employees received a special message from him at a luncheon earlier in the day.

In this talk, Mr. Owens, who is chairman of the public relations committee of the National Electric Light Association, stressed the importance of the fact that we, the employees, are "the company" to the customer.

"We can preach, write and talk all we please," Mr. Owens said, "but it is our actions that count. Consideration for and a sympathetic understanding of the problems of those with whom we do business is the spirit which will build better public relations and business.

"Remember that your company is you. They know you. If they know they can believe you and respect you, they can and will respect and believe in your company."

Representative Adams is going to requisition a periscope. He says he just can't stretch his neck far enough to read some of those meters in the San Jacinto building.

Representative Clubb will be high man on sales, it is rumored. He is either related to, or knows everyone in town.

W. A. SHERMAN TO BE EDUCATIONAL DIRECTOR

We have the pleasure this month to welcome to the family W. Alrod Sherman, who joined us January 15. He is to be educational director of our three companies and has been busy digging into various phases of company activities preliminary to taking up his new duties.

Mr. Sherman hails originally from a Virginia farm, attended high school in Washington, D. C., and majored in Administrative Education at the University of Wisconsin.

He came to Beaumont in 1925 as field manager of the Geophysical Exploration Company and spent many months dynamiting throughout the Gulf Coast locating salt domes. In addition to his work with us, he is directing the Little Theatre of Beaumont.

We hope to have some more definite "dope" on what the scope of his work will be to pass along to you next month.

Representative Peglar on his first day's round was told by a lady that he had a kind face, and she was sure he had a warm heart. He has been named chief sheik of the D. Rs.



ALEX D.
BARROW
BEAUMONT

District
Representative

District
Number 7



Old Cars To Go



This is one of the cars that is being operated on city lines in Port Arthur. Cars of this type are obsolete, and will be replaced as soon as track and roadbed throughout the system have been put in first-class condition.

The two men to the left in the picture are Port Arthur operators, and the one on right is J. H. Ward, who has been appointed Assistant Superintendent of Transportation, Port Arthur Division, Eastern Texas Electric Company.

GULF STATES STOCK SALE SUCCESS

The sale of Gulf States Utilities Company's preferred stock, launched December 12, was brought to a successful close January 13. A total of 6,128 shares were sold. Of this number, employees purchased 2,367 shares, while the public bought 3,761 shares.

Beaumont lead the list with 3,325 shares. Other sales were as follows:

Port Arthur	577	Orange	120
Silsbee	56	Jasper	45
Hull	35	Liberty Div.	186
Navasota Div.	529	Louisiana Div.	230
Others, Texas	634	Others, La.	230

Street car operators were divided into three teams, the team captained by Operators Jones, Kimbrough, and Ward selling 46 shares; the one captained by Operators Moore, Thomas, and Vincent selling 40 shares, and the one captained by Operators Buck, J.

W. Christopher, Railey and Sheffield selling 87 shares, giving the railway department a total of 173 shares.

It is interesting to note that of 5,507 shares sold, 4,124 were sold for cash, while 1,383, more than one-fourth, were sold on the partial payment plan.

The Railway Department's showing is commendable as their efforts show a large number of small individual sales. The Women's Committee showed its ability, selling a total of 595 shares. The efforts of Western Public Service Company employees are appreciated, the Navasota Division having succeeded in selling one share to every ten customers.

According to a letter received from the Westinghouse Company, employees of central stations will be allowed, for a short period, a 50 per cent discount on electric ranges with freight prepaid to destination.

Any employee contemplating purchasing an electric range should buy it now.



C. S. KEITH TRANSFERRED



Cecil S. Keith was transferred from district representative work in Beaumont, to the same kind of work in Orange. Mr. Keith has been with the company in Beaumont only a short time, but in that time has made many friends.

We are extremely sorry that it has become necessary for him to leave, but are made happier by the thought that the Sunset Golf Course will soon have a new member of the Hole-In-One Club.

Reports for the 1928 Progress Award are being received from the various properties, according to R. I. Morrison, secretary, and it is hoped that by next month the winner can be announced.

The big silver loving cup has been held by John Crouch and his co-workers at Calvert for the past twelve months, and so far the question of where it goes from there—if it goes—is no where near settlement.

The Award this year is to be made on the basis of sales activity and results. According to Mr. McChesney, who is chairman of the Award committee, so many places have made good records it will be difficult to decide the winner.

NEW ERA OF BUSINESS



Young lady of Port Arthur calls Mr. Murray and asks if he has a position open. Mr. Murray tells her that we do not hire people over the phone. Above photo shows Mr. Murray about the time the long distance operator calls back and says that aforesaid young lady wants to know if he will pay for call.

Some folks don't seem to realize that Santa Claus comes but once a year.

Representative Anderson was looking for a bull dog that one of his customers had lost. The most vivid description given in a bulletin that he posted was that it looked like Brother "Rod."



JAMES M.
SMITH
BEAUMONT

District
Representative

District
Number 8



A FRENCH TRUCK



Yep, this is a French truck, it's a Chevrolet. It is the property of the Merchandise Sales Department of the Port Arthur office.

MISS LILYERSTROM REPRESENTS BEAUMONT BUSINESS WOMEN

Miss Mary Lilyerstrom spent January 4th and 5th in San Antonio, Texas, having been elected by the Beaumont Business and Professional Women's Club to represent them at a meeting honoring the National President of the Business and Professional Women's Clubs, Miss Lena Madesin Phillips.

Miss Phillips gave a brief talk stating that Courage and Faith in one's self is the fundamental principal for a business woman to keep in mind. Business women must learn to have faith in themselves and their supreme need is courage. She further stated that business women must keep their personal attributes of womanliness. Women in business must keep their vision and look ahead of the present thereby increasing their realm of activities.

Miss Lilyerstrom states that the meeting was a complete success and the San Antonio Club were royal entertainers, her time being fully occupied while there attending luncheons, theatres, and sight-seeing.

JANE SCHERER WINS CONTEST

Nine young ladies gathered in Mr. Holtzelaw's office on the night of January 28, to compete for company honors in the annual contest of the Women's Committee of the Southwest Geographic Division of the N. E. L. A. Winners were Miss Jane Scherer, Miss Hazel Richardson, and Mrs. Sybil Duke.

The contest this year took the form of a speaking contest. The subject chosen, on which all entrants spoke, was "The Electrocutation of Drudgery." Miss Scherer, as winner of the contest, will compete in the state contest. The winner of the state contest competes for division honors.

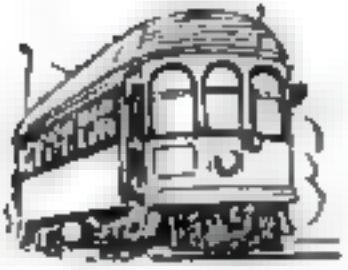
Judges of the company contest were: R. C. Foreman, D. W. Boitnott, Dean of South Park College, and P. F. Lawson, Publicity Director of the Beaumont Chamber of Commerce. Others besides the above mentioned competing in the contest were: Miss Mary Haynes, Mrs. Robinson, Miss Dorothy Seale, Mrs. Wilbanks, Mrs. Ganchan, and Mrs. DeBouy.

BETTER LIGHTING NEEDED

People use their eyes twenty times as much as did their ancestors because the majority has come indoors to make its living. This, under inadequate lighting conditions, has resulted in 70 per cent of the population now having defective vision, according to army tests and others. Yet, despite the knowledge of this fact, it is authoritatively reported that only about 9 per cent of the offices and plants have installed lighting arrangements that can be called excellent.

—Confidential Sales Letter.

Approximately two hundred members from the various clubs throughout the state were in attendance.



Ducks Didn't Duck



These two young men went hunting, like some of us men do, but they brought back plenty, like most of us men don't. Messrs. Perryman and McMillan, well known operators, must have been good marksmen, for we notice that Operator Perryman has some shells left in his jacket.

Junkman—"Any paper, rags, old iron?"

Mr. Orrick—"No, my wife's away."

Junkman—"Any bottles?"

Representative Tunstall says that he is informing people in his district that there is such a thing as a waffle iron. He says many folks don't seem to realize the real convenience of electrical appliances.

Friend—"Where can I reach your husband tonight?"

Mrs. Linnehan—"I don't know. He said he was going down to the office to finish up some work."

We are told that "this year's world output of motor cars will run into millions." We are glad of this hint, and will try our best not to be one of those millions.



DON Q.
ADAMS
BEAUMONT

District
Representative

District
Number 9



STOREKEEPER HAS ATTACK OF TACKS



School boy pranks don't end just because one is finished with school. The keeper of the Beaumont storeroom reaped just as he sowed. He sprinkled his office partner's chair with tacks. Two minutes later the phone rang, and he went over to the desk of partner to answer it, completely forgetting about those things that hold down carpets.

Result—Buckley eats from mantle for four days.

SALESMANSHIP

"Initiative and industry are the greatest factors in making a successful salesman," said the General Sales Manager of the Miller Rubber Company of New York. "One of the principles that we believe must be thoroughly instilled into our salesmen is absolute conviction of the integrity of our products. We believe that no man can win and hold trade if he is not so inspired with absolute and unbounded faith in the value of his goods that his attitude carries conviction to his customer, or to his pros-

CONCERNING GULF STATES STOCK

Port Arthur, Texas,
December 12, 1927.

Gulf States Utilities Co.,
Lock Drawer 809,
Beaumont, Texas.

Gentlemen:

The Builders Lumber Company wishes to acknowledge with thanks the receipt of your offer to purchase stock in your company.

We also wish to acknowledge the offer made to G. E. Carter, president of the company.

As we are in process of organization ourselves and also enlarging the company it is not practical to invest in your stock, although we will speak a good word for the same whenever the opportunity occurs.

We are well acquainted with your Mr. Morgan and Mr. Bishop of Port Arthur and consider you have able representation in the field.

We have observed wherever the Gulf States takes over a job it is usually completed with credit to both the company and the community.

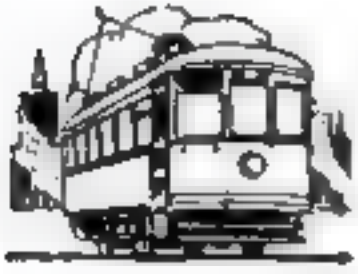
Yours,

BUILDERS LUMBER CO., INC.,
By G. E. Carter, Manager

Representative Smith is slowly and surely acquiring a taste for garlic and spaghetti. Environment will tell.

pective customer. Enthusiasm is healthfully contagious and a salesman without enthusiasm is quarantined against making sales."

—Confidential Sales Letter.



BILL JONES AND HIS SIGNATURE

Do you remember in that lovable play 'Lightnin'' where Bill Jones comes with his pension check from the Government, how with his air of importance, he said: "See all them names on there—Secretary of the Treasury, Secretary of War and so on? Well this check ain't no good unless I sign my name to it." Well Bill gives us "Something To Think About."

Bill was right. It took his name as an endorsement to make that scrap of paper valuable.

I often think that all of us fail to realize the full value of our signatures. Those of you who have notes coming due at regular intervals, probably know a little about how valuable your signature is, for without it, those notes would only be "scraps of paper."

About five years ago, a man gave me some advice on signing papers of any kind. It seems that he had signed his name to a certain paper about twelve months before that time and was then writing out a check to pay off the paper (a note) which happened to be for his brother-in-law. It caused him to make some rather bitter remarks about his "poor relations."

The new year is almost here, and with it will perhaps come some obligations, so this month's "Something To Think About" article urges you to guard your signature with care for it is indeed very valuable—to the other man, when you sign it, unless it happens to be on a piece of paper like the one that came to Bill.—From The SWECO Engraver.

WHERE SOME SPENT CHRISTMAS HOLIDAYS

Mr. "Mike" Merriam, Huntsville, Beaumont, with friends.

Miss Ruby Hudgens, Huntsville, Lufkin, with parents.

Mr. and Mrs. Chas. A. Brann, Navasota, with relatives and friends, in El Paso and Beaumont.

Mr. and Mrs. L. C. McClurkin, Navasota, Houston and Beaumont with relatives and friends.

Mr. and Mrs. John Knapp, Navasota, Beaumont with friends.

Miss Agnes Jameson, Navasota, Palestine, (Texas) with family.

Paul Wilson, Navasota, Logansport, La., with family.

D. L. Thomas, Navasota, Beaumont, DeQuincy and Lake Charles, with friends.

Representative Honsberger has a police dog pup in his district that just lacks a few inches of making the top of the fence. In a month or so he expects to write bad dog on his meter book.



R. GORDON
ANDERSON
BEAUMONT

District
Representative

District
Number 10



HONOR ROLL

Trainmen who have worked for a period of 12 months or longer without a chargeable accident:

72 months, T. A. Cospers; 70 months, C. E. Eggleston, H. E. Davis; 68 months, W. Hughes; 56 months, H. H. Goza; 51 months, A. Christopher; 42 months, S. Arceneaux; 40 months, D. E. Greene; 33 months, C. A. McBride, E. Samford; 30 months, E. Wooley; 29 months, D. E. Cospers; 26 months, E. R. Frost; 25 months, G. W. Stevenson; 23 months, C. N. Lazebny; 22 months, Lee Tucker; 21 months, J. Bagley; 17 months, G. A. Smith; 16 months, W. R. Comer; 15 months, I. Lacouture, W. H. Ahrendt; 14 months, Tom Gibson, R. L. Kendrick; 12 months, R. L. Claiborne.

THE COVER

The cover of this issue shows the Neches Power Station, the first unit and steel work and foundation for the second unit complete. The addition of the new unit will enlarge the station to almost twice its previous size, and will increase the capacity of the station 35,000 kilowatts.

Representative Barrow branded his first call, as a district representative, a perfect flop. He walked up the steps to introduce himself to the lady of the house, and just as he reached the top step, his toe caught under the step and he was set on the porch floor.

Representative Andrews was amazed to find one of the meters in his district running backward. He was stumped for a time, and didn't know whether or not he should tell the lady the company would pay her for the month.

PORT ARTHUR

E. D. Gipson who has been chief clerk of the Port Arthur Division for the past year was transferred to the Beaumont office as of January 15. Mrs. Gipson, who has been doing general office work in the Accounting Department for the past three years, has resigned.

Ernest Austin of the Accounting Department, Beaumont, has been transferred to the Port Arthur office as Chief Clerk of this Division. Mr. Austin was with the Port Arthur Accounting Department before he was transferred to Beaumont some three years ago, and we are all very glad to have him back with us.

Despite the fact that we were short handed in the office due to sickness and also had a new crew of salesmen, our sales for December overran the bogie by a substantial amount and practically doubled the sales for the previous December. Included in the great variety of appliances sold were twenty Eureka Vacuum Cleaners which we understand is more than was sold in Beaumont during the month.

CONROE

The year just ended has been an unusually good one for this plant. We exceeded all our expectations and we are entering the new year with much enthusiasm.

Mr. Shaw and Mr. Knapp were visitors at the December safety meeting held in Conroe by Conroe and Cleveland employees. Their visit was appreciated very much and we wish



to have them with us at more of our meetings.

Our G. E. Campaign was far more successful than we anticipated, our District Representative, Hallie Earthman, selling three of these units in Conroe and two in Cleveland.

There is much interest evidenced in and around Conroe in poultry raising. Ten of our customers are already in the business and growing fast, and several more contemplate installing incubators in the near future.

It seems that cucumber growing is going to be popular in this community, one 50 acre tract already being devoted entirely to this commodity.

We recently rented a large display window in the town of Willis, and by displaying our appliances effectively, made it the most attractive window in the town.

FRANKLIN

Miss Anna Kiinhle, cashier of Texas Power & Light Co., San Marcos, visited Mr. and Mrs. G. B. Williams during the holidays. Miss Kiinhle was formerly with the Western Public Service Company at Calvert.

Diogenes hunted trouble with a lantern, but we find it without any lantern. Cold spells wrought havoc with the water works in Franklin.

There is a continued improvement in building activities. Work on the two new filling stations has been resumed after a few days lay off.

The Missouri-Pacific Lines "Better Health Special" was in Franklin on Monday, January 23. The train

consisted of several cars and carried elaborate exhibits of many sanitary devices.

HUNTSVILLE

The following is taken from the weekly paper which is published in Huntsville. "The agitation for lighting the public square and the residential section of Huntsville is under way. The Nance Drug Company is the first firm here to put in the awning lights. The Western Public Service Company has made a reasonable monthly flat rate and low installation charge for this service. The City Development Committee of the Chamber of Commerce is sponsoring this movement to make Huntsville one of the best lighted little cities in East Texas.

On December 22nd, we had a Christmas tree for the employees and their children. We had quite a bit of entertainment such as readings and songs from the kiddies. Miss Hudgens gave out the presents.

Look out girls how you broadcast yo' sentiments about "Mike". He now has a seven tube Grebe Radio Set. It's a WOW too

A combined safety and sales meeting of the Huntsville employees was held at the Keep Hotel on January 5th. There were twelve present, including our guests, Messrs. McClurkin and Knapp. After dinner was served, short talks by employees were heard. Mr. Odom explained the January Clearance Sale, and discussed the General Electric Refrigerator. Mr. McClurkin went over the Gulf States Utilities Company stock sale. Mr. Merriam discussed safety hazards and practices. Several of the em-



ployees gave a demonstration of the prone pressure method of resuscitation.

Huntsville is leading the Navasota Group in Gulf States Utilities Company stock sales.

The Huntsville employees take this means of wishing their fellow co-workers a very happy and successful New Year.

NAVASOTA

Miss Mary Alda Hurt has been transferred to the local office, succeeding Miss Dovie Parker, who is now stenographer for Mr. Shaw, Operating Superintendent.

Mr. Hugh Dillon has been transferred from Normangee where he has been local superintendent, to Madisonville as a lineman.

The annual meet of the Navasota and Grimes County Chamber of Commerce was held January 12th, at City Hall with 112 present. The principal speaker of the evening was Mr. J. E. Stanford, Asst. General Manager and Agricultural Director of the East Texas Chamber of Commerce at Longview, and a very inspiring and instructive program was rendered. The following, of the Western Public Service Company, were present: Mr. and Mrs. Braun, Mr. and Mrs. McClurkin, Mr. and Mrs. Shaw, Mr. and Mrs. Francis, Mr. and Mrs. Knapp, Mr. and Mrs. D. L. Murphy, Miss Agnes Jameson, Miss Mary Alda Hurt and Mr. Jack Murphy.

On the 9th of January, Mr. Francis attended a meeting of District Trustees and Lieut. Governors of the Texas-Oklahoma District of Kiwanis

International held at the Adolphus Hotel, Dallas. Mr. Francis is past President and District Trustee of the Navasota Kiwanis Club and in such capacity is responsible for the organization of additional Kiwanis Clubs in Division No. 2. He is now working on one of the towns in the Western Public Service Company territory and hopes by the end of this year to be instrumental in the organization of at least two clubs in this division.

A new retail ice office has been built at the Navasota plant and is very attractive and an improvement over the old plant in the method of handling ice and checking it. Mr. Shaw and Mr. Rienstra have their office downstairs in the old ice sales office.

The transmission line construction in the Navasota District was scheduled to begin on January 16 at Navasota on the line between Navasota and Madisonville. Twenty-three miles of right-of-way has been secured on the line and all material is on the ground to complete the project.

Mr. and Mrs. Kirby and family were called to San Antonio on December 23 on account of the death of her father.

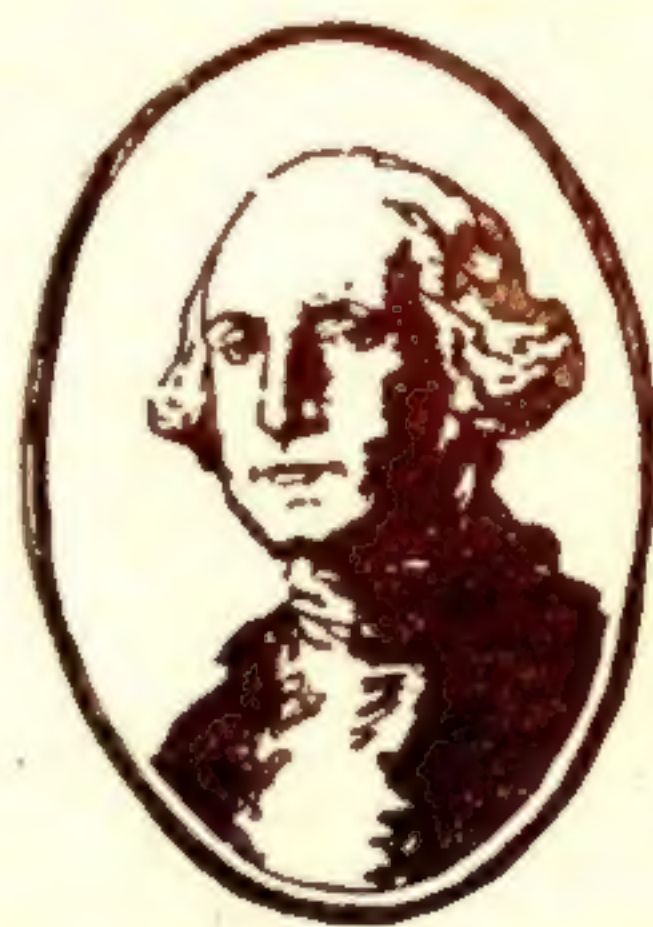
It is reported that "Big Bill" Thomason had a huge Christmas in Beaumont with his gal.

C. E. Gregory has reported to Navasota from the Engineering Department, Beaumont. Mr. Gregory will be chief material man on the transmission line construction.

Mr. and Mrs. J. W. Tallmadge of Houston spent the week-end of January 14 with the Kirby's.



FEBRUARY is a month of famous birthdays. George Washington was born on February 22, 1732; Abraham Lincoln was born on February 12, 1809; Thomas A. Edison, the founder of our great electric industry, was born on February 11, 1847. This year Mr. Edison celebrates his eighty-first birthday.



COURTEOUS
TREATMENT
WIDENS THE
CIRCLE OF
OUR FRIENDS
LIKE A STONE
DROPT INTO
QUIET WATERS

